

Hunger Action Month Fundraising Toolkit

Thank You!

Firstly, thank you for joining with us during Hunger Action Month! Throughout the month of September, we ask people like you to take action to end hunger in your community through four key actions: **educate**, **advocate**, **volunteer**, and **donate**. In these unprecedented times, now more than ever it's so important for all of us to unite together and take action to end hunger in our province. With your support we'll ensure that food banks have the resources they need to help our province continue to recover and thrive.

About Feed Ontario

From securing fresh and healthy food sources, to driving change through policy research and innovative programming, Feed Ontario unites food banks, industry partners, and local communities in our work to end hunger and poverty. Join us as we Feed Ontario and help build a healthier province. Every \$1 raised provides 3 meals to someone in need.

How YOU can take action!

Each week of Hunger Action Month focuses on an action you take to help end hunger in your community:

Educate: Hunger Action Month is the perfect opportunity to share key information and dispels myths about hunger in Ontario with tools like Food Banks Canada's [Impossible Choices](#) and Feed Ontario's [Stories of Hunger](#) and [research on food bank use in the province](#).

Advocate: You can make a difference this month in your community by reaching out to your local MPPs to advocate for long-term solutions to end hunger in our province. We'll be posting how you can get in touch with your local MPP shortly, in the meanwhile make sure to [view our recommendations for change](#).

Volunteer: Volunteering for a food bank is a great way to take action this month, even with physical distancing! Contact your [local food bank](#) to see if you can volunteer your skills from home - whether it's social media and communications, logistics and inventory management, IT, or making wellbeing calls to clients you could be a great help from your own house.

Donate: By donating or fundraising to Feed Ontario during Hunger Action Month you're taking a stand against hunger in Ontario. Every \$1 you give provides 3 meals to someone facing hunger!

How to Raise Money

Now that you've set up [your Hunger Action Month fundraising page](#), here are some easy tips to make your fundraiser a success and unite more even more people and organizations to Feed Ontario during this time of uncertainty:

1. **Set a goal:** It's helpful to set a goal based on what your donation will achieve because it makes it feel more tangible (you can use the formula $\$1 = 3$ meals, for example, $\$1,000$ is the equivalent of 3,000 meals).
2. **Be the first to donate:** You can inspire others to donate by making the first step yourself! Give the amount that you hope others will donate to your campaign.
3. **Share:** Get the word out! Share your personal stories and reasons for giving. Ask your friends to help promote your fundraiser, and use the social shareables attached with this kit.
4. **Ask:** Don't be afraid to directly ask friends, family, and colleagues to donate to your campaign! Most people are happy to be asked to help out, and want to take action and do something useful in this time of uncertainty.
5. **Follow up:** Let people (especially your donors) know how much you ended up raising and how many meals it translates to (your total $\times 3 =$ number of meals you raised). Be sure to thank all of your wonderful supporters!

Safe for COVID Fundraising Ideas!

We've all had to move more of our lives online due to COVID-19, and we miss socializing with our friends and colleagues. Fundraising is an incredible way to stay engaged and connected. Here are a few exciting ways to fundraise from six feet apart, but we encourage you to get creative and come up with your own ideas too!

Online garage sale: We're all spending more time at home these days, so what better opportunity is there to raid your house to see how you can remove your clutter, and host an online garage sale! Your junk drawer will thank you for it!

Quarantine hairdo: There's no better opportunity to get a little silly with your fundraising ideas. Have you ever wanted to dye your hair or shave your head? Well this is the best time to do it!

Dress it up: Getting tired of the same Zoom meetings over and over at work? Have one day dedicated to dressing up in costume, and let the screenshots commence! Get everyone participating to make a donation to your Hunger Action Month fundraising page, and don't forget to post the pictures as well (tag us, @FeedOntario, and use the hashtags #HungerActionMonth and #FeedChange).

Get active: It's been difficult to stay active since all the gyms have been closed, and although they're reopening slowly now, it's a great opportunity to take on a new fitness challenge at the

comfort of your own neighborhood! Create a playlist or set up a zoom call and invite others to join you (from a distance) on a walk, run, or cycle.

Online Games/Trivia Night: Set up an online trivia or games night with friends, family, or colleagues. Ask attendees to make a donation and/or invite businesses or partners to sponsor rounds.

Social Media Posts

Here are some example posts you can use to share your fundraiser on social media. You can also download the social media shareables from the Welcome Page in the backend of your fundraising page.

I'm helping #feedchange during #HungerActionMonth by fundraising for @Feedontario. Every \$1 donated provides 3 meals to someone facing hunger!

September is #HungerActionMonth and I am taking action to end hunger in Ontario! Join me and donate to my fundraising page. Together we can #feedchange

I'm raising money during #Hungeractionmonth to help @FeedOntario and support food banks across the province. Donate to my page, and join me in taking action against hunger!

Follow and Share

You can stay up to date with the latest Hunger Action Month news from Feed Ontario on our website and social media pages:

- Facebook: <https://facebook.com/feedontario/>
- Twitter: <https://twitter.com/feedontario/>
- Instagram: <https://instagram.com/feedontario/>
- Website: <https://feedontario.ca/hunger-action-month>

Remember to follow, like, and share to keep your supporters updated.